

LAMPIRAN

Data Mentah Persepsi mengenai Harga

Suby.	Item				F	F		F			TOT.
		41	42	43	44	45	46	47	48	71	
1		2	1	2	1	2	2	2	2	1	15
2		2	2	4	2	2	1	2	1	2	18
3		2	2	1	2	1	1	2	2	2	15
4		2	1	1	2	2	2	4	2	2	18
5		3	3	2	2	2	2	1	2	2	19
6		2	1	1	2	2	2	1	2	2	15
7		2	1	1	2	1	1	1	2	1	12
8		1	2	2	2	2	2	1	2	2	16
9		2	2	2	2	2	2	1	2	2	17
10		2	2	2	2	2	2	2	1	1	16
11		1	3	1	2	2	1	2	1	2	15
12		1	2	1	2	3	1	2	1	1	14
13		1	1	1	1	1	1	1	1	1	9
14		1	2	2	1	1	2	2	2	2	15
15		2	1	2	1	2	2	2	2	1	15
16		2	1	2	1	2	1	2	2	2	15
17		2	3	2	1	2	2	2	2	1	17
18		1	2	2	1	1	2	2	1	2	14
19		1	2	2	2	1	2	1	3	3	17
20		1	1	2	2	2	3	1	1	3	16
21		4	3	2	2	2	1	2	2	2	20
22		2	2	3	2	2	2	2	2	2	19
23		1	2	2	2	3	2	1	2	2	17
24		2	1	2	2	2	1	2	2	2	16
25		1	2	2	2	2	1	1	2	2	15
26		2	2	4	1	1	1	1	1	2	15
27		2	3	1	2	2	1	2	2	1	16
28		2	2	1	2	2	2	2	1	2	16
29		2	2	1	2	1	2	2	1	2	15
30		2	1	1	2	2	2	2	1	2	15
31		1	2	1	2	2	1	2	2	2	15
32		1	2	2	2	2	2	1	1	2	15
33		2	3	1	1	1	1	2	1	2	14
34		2	2	2	2	2	2	2	2	2	18
35		2	2	1	2	1	2	2	2	1	15
36		2	2	2	2	1	2	2	2	1	16
37		2	1	1	1	2	1	4	3	2	17
38		2	3	2	2	2	2	2	2	2	19
39		2	1	1	2	2	2	2	2	1	15
40		1	2	1	2	2	2	2	2	2	16
41		1	1	2	2	2	2	2	3	2	17
42		2	1	2	2	1	2	2	2	1	15
43		2	1	1	2	1	2	2	2	2	15
44		2	3	2	2	1	2	1	2	1	16

Lanjutan Data Mentah Persepsi mengenai Harga

Suby.	Item				F	F		F			TOT.
		41	42	43	44	45	46	47	48	71	
	45	2	2	1	2	2	2	1	2	2	16
	46	2	2	2	4	4	2	1	2	1	20
	47	1	2	1	2	2	2	2	2	2	16
	48	2	2	3	2	3	2	2	1	1	18
	49	1	3	2	1	2	1	2	2	1	15
	50	2	2	1	2	2	2	2	2	1	16
	51	1	1	2	1	2	2	2	3	2	16
	52	2	2	1	2	1	1	2	2	2	15
	53	1	2	2	2	1	2	2	2	1	15
	54	2	2	4	2	2	3	2	2	1	20
	55	2	2	1	1	2	2	2	2	2	16
	56	1	3	1	2	2	2	2	2	2	17
	57	2	1	1	2	2	2	2	2	2	16
	58	2	2	2	2	1	2	2	2	1	16
	59	1	2	2	2	2	2	2	1	2	16
	60	2	1	1	2	1	2	1	1	1	12
	61	1	2	3	2	1	1	1	3	2	16
	62	1	2	1	3	2	2	2	2	1	16
	63	2	3	2	2	2	1	4	2	2	20
	64	1	1	1	2	1	2	1	1	2	12
	65	1	2	1	2	2	2	3	2	1	16
	66	2	1	1	2	1	3	2	1	1	14
	67	1	2	2	2	2	2	2	2	3	18
	68	2	1	2	2	3	2	1	1	1	15
	69	2	2	1	2	2	1	1	2	2	15
	70	1	2	2	1	2	1	1	1	1	12

Data mentah persepsi mengenai kualitas produk

Suby.	Item			F		F	F	F	F					F	F	F	TOT.
	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40		
1	2	2	3	2	1	4	3	3	2	1	2	3	2	3	2	35	
2	3	2	2	2	1	2	3	3	3	1	4	2	2	1	4	35	
3	3	3	3	3	3	3	3	2	3	2	3	3	3	3	3	43	
4	1	1	2	2	4	3	3	3	3	2	1	3	2	3	4	37	
5	3	3	3	3	3	3	3	3	2	2	2	3	3	3	3	42	
6	3	3	2	3	3	2	2	3	3	2	2	2	2	2	3	37	
7	2	3	3	3	3	3	2	3	3	3	2	3	2	3	3	41	
8	2	3	4	3	4	3	2	1	3	3	1	2	4	4	4	43	
9	2	3	2	2	3	3	3	3	2	3	2	3	3	3	4	41	
10	3	3	3	3	3	3	3	3	3	3	2	3	3	3	2	43	
11	1	1	3	2	3	1	1	3	2	2	1	3	3	3	3	32	
12	4	4	3	2	4	4	4	3	2	2	3	3	4	4	4	50	
13	1	1	1	1	4	1	1	3	1	1	1	1	1	3	3	24	
14	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	44	
15	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45	
16	3	3	3	3	3	3	2	3	3	3	3	2	3	3	3	43	
17	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45	
18	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	45	
19	2	3	2	3	3	2	3	3	2	2	3	2	2	1	3	36	
20	2	1	2	3	3	2	3	3	3	3	3	2	3	2	3	38	
21	3	1	3	3	3	3	3	3	3	3	3	3	3	4	3	44	
22	2	3	3	2	3	3	2	3	2	3	3	3	3	3	3	41	
23	2	2	3	3	3	3	3	4	1	3	2	2	3	4	4	42	
24	1	3	3	1	3	3	3	3	2	2	2	2	3	3	4	38	
25	2	3	3	3	3	3	3	2	2	3	2	3	2	3	3	40	
26	3	3	3	2	3	3	2	3	3	2	3	3	3	3	4	43	
27	3	3	3	3	3	4	2	3	3	3	2	1	3	3	3	42	
28	2	3	3	3	3	3	3	3	2	3	2	2	3	3	3	41	
29	2	2	3	2	3	3	2	3	2	3	2	3	3	3	3	39	
30	3	3	3	2	4	3	3	4	4	2	3	3	3	3	4	47	
31	2	2	3	3	3	3	2	3	3	2	2	2	3	3	3	39	
32	2	1	3	2	2	2	3	3	3	3	2	1	3	3	4	37	
33	2	3	3	3	3	3	3	2	2	2	2	3	3	3	3	40	
34	2	2	2	3	2	2	3	3	2	3	2	3	2	3	3	37	
35	2	2	2	3	2	2	3	3	2	3	2	3	2	3	3	37	
36	1	1	3	3	3	2	3	3	3	1	1	2	1	3	4	34	
37	3	3	3	2	4	3	3	4	4	2	3	3	3	3	4	47	
38	2	2	3	3	3	3	2	3	2	3	3	3	3	3	3	41	
39	2	1	2	2	4	3	2	3	2	3	3	3	3	3	3	39	
40	2	2	3	3	3	3	2	3	3	2	2	2	3	3	3	39	
41	2	1	3	2	3	3	2	3	2	2	1	1	3	3	4	35	
42	1	1	3	3	3	2	3	3	3	1	1	2	1	3	4	34	
43	1	1	3	3	3	2	3	3	2	1	1	2	3	3	4	35	
44	1	1	3	4	2	2	3	3	3	3	1	2	3	4	3	38	

Lanjutan data mentah persepsi mengenai kualitas produk

Item Suby.	F															TOT.
	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	
45	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	44
46	2	3	2	3	3	3	2	3	2	1	2	1	3	3	2	35
47	3	3	3	3	2	3	3	3	2	2	3	3	3	3	3	42
48	3	3	3	3	2	3	3	3	2	2	3	3	3	3	3	42
49	3	3	3	2	4	4	2	3	2	3	1	3	4	3	3	43
50	2	3	3	3	3	3	2	3	2	3	2	3	2	3	3	40
51	2	3	3	3	3	3	2	3	2	3	2	3	4	4	4	44
52	3	3	2	2	3	4	2	3	4	4	4	4	3	3	4	48
53	3	3	3	3	3	3	2	3	2	3	2	3	3	3	3	42
54	2	4	4	3	3	4	3	4	2	4	3	4	3	4	3	50
55	2	2	3	3	3	2	3	3	2	3	2	2	2	3	3	38
56	3	2	3	3	3	3	3	3	2	2	2	3	3	2	3	40
57	2	1	4	2	3	2	2	1	4	3	3	3	1	3	3	37
58	4	4	2	3	2	3	3	3	1	1	1	3	2	2	3	37
59	2	1	2	1	2	3	2	4	2	1	3	1	3	4	4	35
60	4	4	2	3	2	3	3	3	2	2	2	2	3	2	2	39
61	3	2	4	1	3	2	2	3	2	2	3	3	2	3	4	39
62	2	3	3	3	4	3	2	4	1	2	2	3	3	2	3	40
63	2	3	2	1	3	3	3	2	3	2	2	2	4	4	4	40
64	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	44
65	3	2	2	2	3	3	2	1	3	2	3	3	3	3	4	39
66	3	2	2	2	3	3	3	4	2	2	3	4	3	2	2	40
67	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	44
68	2	3	3	4	4	3	2	3	2	3	3	3	2	4	3	44
69	2	3	2	2	3	3	3	3	2	2	2	3	2	2	4	38
70	3	3	4	3	3	3	2	4	3	2	3	3	3	4	4	47

mentah persepsi mengenai kualitas pelayanan

Item	F	F	F		F	F						F		F	F	F	F			F	F		F		F	TOT.
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
	3	3	3	2	4	4	2	3	3	3	2	3	2	2	4	1	2	2	4	4	2	3	3	2	3	69
	3	3	2	3	2	3	1	1	1	3	3	3	4	2	3	3	3	2	3	1	4	1	3	1	2	60
	3	3	3	2	3	3	2	2	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	71
	3	2	4	2	2	1	1	2	2	2	2	3	1	2	2	3	3	2	4	3	3	2	2	3	1	57
	3	3	3	2	3		3	3	2	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	71
	3	3	3	2	2	2	2	2	2	2	2	3	2	2	3	3	3	2	2	3	2	2	2	2	2	58
	3	3	3	2	3	2	2	3	2	2	3	2	2	2	3	2	2	3	3	2	2	2	4	3	3	63
	3	3	3	2	3	3	1	3	2	4	3	2	2	2	3	2	3	3	3	2	2	2	4	3	3	66
	3	3	4	2	3	3	2	1	3	3	4	3	3	3	3	3	3	3	3	3	2	3	2	3	4	72
0	3	3	3	3	3	3	2	2	3	3	3	3	3	2	3	2	3	3	2	3	3	3	3	3	3	70
1	3	3	3	3	3	3	2	2	3	3	2	3	2	3	3	2	3	2	2	3	3	2	3	2	3	66
2	2	4	3	3	4	4	3	2	3	3	4	3	3	2	3	3	3	4	3	4	3	3	4	2	3	78
3	3	3	2	3	2	2	3	2	2	2	3	2	2	2	2	2	2	2	3	3	2	1	2	1	2	55
4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	75
5	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3	2	3	3	72
6	3	3	2	2	2	3	2	3	2	2	3	3	2	2	2	2	2	2	3	3	3	2	2	2	2	59
7	4	4	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	76
8	4	4	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	76
9	3	3	3	2	2	2	2	2	3	3	3	3	2	2	2	3	2	2	3	2	3	2	2	2	2	60
0	3	2	3	3	3	2	3	2	3	3	3	3	3	3	3	3	2	3	3	3	3	2	2	3	3	69
1	3	2	4	3	3	4	3	1	3	3	4	3	3	2	2	3	3	1	3	3	3	3	3	3	3	71
2	3	3	3	3	3	3	3	2	3	3	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	72
3	3	3	3	3	3	4	3	3	3	3	3	2	3	4	3	3	4	3	4	3	1	4	2	3	3	76
4	3	3	1	3	3	3	3	3	2	2	3	2	2	2	3	3	3	2	1	1	3	2	3	3	2	61
5	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	2	3	2	3	3	71
6	4	3	2	3	3	4	3	2	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	76
7	3	3	2	2	2	3	3	1	3	3	3	3	3	3	3	3	3	3	4	4	3	3	2	3	3	71
8	3	3	3	2	3	3	3	2	3	2	3	2	3	3	2	3	2	2	3	3	3	3	3	2	3	67
9	3	3	3	3	3	3	3	1	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	72
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1	3	3	3	2	3	2	2	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	2	3	3	69
2	3	3	3	3	1	2	3	2	3	3	3	3	2	2	3	3	3	3	3	3	3	2	3	3	3	68
3	3	3	3	3	3	3	3	3	2	3	3	2	3	2	3	3	3	3	3	3	3	3	3	3	3	72
4	3	2	3	2	3	3	2	2	3	3	3	3	2	3	3	3	3	3	3	3	2	2	3	2	3	67
5	3	2	3	2	3	3	2	2	3	3	3	3	2	3	3	3	3	3	3	3	2	2	3	2	3	67
6	2	2	1	1	1	1	1	2	2	2	2	3	2	2	3	3	3	3	3	3	3	2	2	2	3	54
7	3	3	3	2	3	3	2	1	4	3	4	4	3	4	4	4	3	3	3	3	3	3	3	3	3	77
8	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	73
9	3	3	3	2	3	3	2	2	4	4	1	4	2	4	3	3	3	4	3	3	3	3	3	2	3	73
0	3	3	3	2	3	2	2	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	2	3	3	69
	3	4	2	2	2	3	1	2	2	2	1	3	3	2	2	2	2	2	2	2	1	2	2	3	54	
	2	2	1	4	1	1	1	2	2	2	2	3	3	2	3	3	3	3	3	3	2	2	2	3	58	
	3	2	3	2	3	1	2	3	3	3	2	2	2	3	3	3	3	2	3	3	2	2	3	2	2	62
	3	4	3	1	3	3	1	1	3	3	2	3	2	4	2	3	3	2	3	3	2	2	3	2	3	64

Output data mentah persepsi mengenai kualitas pelayanan

Item	F	F	F		F	F						F		F	F	F	F			F	F		F		F		TOT.
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
5	1	3	3	3	3	3	3	3	3	3	4	3	4	3	4	3	3	3	3	4	3	4	3	3	3	3	78
6	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	74
7	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	76
8	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	75
9	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	74
0	3	3	3	3	3	3	1	1	3	2	4	3	3	2	3	3	3	3	3	3	3	3	1	3	3	3	68
1	3	4	3	2	3	4	2	1	3	3	3	3	3	2	2	3	2	3	2	3	3	2	1	2	3	3	65
2	3	2	3	3	4	4	3	3	3	2	3	3	3	3	3	3	3	3	3	4	4	4	2	3	3	3	77
3	3	3	3	3	3	3	3	2	3	3	3	3	3	2	3	3	3	3	2	3	3	3	2	3	3	3	71
4	3	3	2	3	2	4	3	2	3	3	3	2	3	2	3	3	2	3	3	3	3	3	3	3	3	3	70
5	3	3	3	2	2	2	2	3	2	2	2	3	3	2	3	2	2	3	3	3	3	3	2	3	3	3	64
6	3	3	3	3	3	3	3	1	2	3	3	3	2	2	3	3	3	3	3	3	2	2	3	3	3	3	68
7	2	2	2	2	3	3	3	2	4	4	2	3	3	2	3	3	4	1	2	3	2	2	3	3	2	2	65
8	3	3	3	1	4	4	2	2	3	4	1	4	2	3	3	4	4	1	3	2	2	2	3	2	1	1	66
9	4	4	4	2	3	3	3	3	2	2	2	3	2	4	4	3	4	1	1	3	2	1	3	1	2	2	66
0	3	3	3	2	3	3	2	2	3	3	3	3	2	3	3	3	3	2	2	3	4	2	4	1	1	1	66
1	4	4	4	2	3	3	2	3	2	3	2	1	4	1	2	3	4	1	1	3	2	2	3	2	2	2	63
2	3	3	4	1	2	2	2	2	4	4	2	3	3	3	3	3	3	2	2	2	4	1	3	2	3	3	66
3	3	3	3	2	3	3	2	2	3	3	3	2	3	1	2	3	4	1	1	3	3	3	2	2	3	3	63
4	3	3	3	3	3	3	3	3	4	3	4	3	3	3	3	4	3	3	4	4	3	3	3	3	4	4	81
5	3	3	3	3	3	3	3	3	3	3	4	1	3	3	3	3	4	2	3	3	2	1	2	2	3	3	69
6	3	3	3	3	3	3	3	3	3	3	4	3	4	3	3	3	2	3	3	3	3	3	3	3	3	3	76
7	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	75
8	3	3	2	3	2	3	2	2	2	2	2	3	2	2	3	3	2	2	3	3	3	2	2	3	2	2	61
9	3	4	3	3	3	4	2	2	3	3	3	3	2	3	3	3	3	2	3	2	3	2	3	3	3	3	71
0	4	3	3	3	3	4	2	4	3	3	3	3	3	2	3	3	3	2	3	3	3	3	3	3	3	3	75

Data mentah loyalitas

Item Suby.	F		F		F	F					F	F	F	F		F			F	F		F	F		F	F	TOT.
	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	72	73	74		
1	3	3	4	2	3	2	2	3	3	2	2	2	2	3	4	3	3	3	2	1	2	3	4	1	1		63
2	4	1	2	3	2	1	3	2	3	3	2	1	2	3	3	4	3	3	2	3	2	3	2	3	2		62
3	3	2	3	2	3	3	2	2	4	3	3	1	3	3	2	3	3	3	2	3	3	3	3	2	2		66
4	3	1	2	2	2	3	2	1	1	2	2	3	2	2	2	2	2	3	1	2	3	4	2	2	1		52
5	3	3	3	3	3	3	2	3	2	2	2	3	3	3	3	3	3	2	2	3	3	3	2	3	3		68
6	2	1	2	2	2	3	2	2	2	2	1	3	2	2	2	3	3	1	2	3	4	2	3	3	2		56
7	2	1	2	1	2	1	1	1	1	1	1	2	1	3	1	3	1	1	1	1	1	1	1	1	1		33
8	2	1	3	2	3	3	1	2	2	1	3	3	2	3	2	3	3	4	2	3	1	2	2	2	2		57
9	3	2	4	3	3	2	4	2	2	1	2	3	3	3	1	3	2	3	3	3	3	3	3	2	2		65
10	3	2	2	1	3	3	4	2	4	2	2	3	3	3	3	3	3	1	3	2	3	3	2	3	3		66
11	3	2	4	2	2	1	4	2	4	2	3	3	3	2	4	1	2	3	2	2	2	2	1	3	3		62
12	4	2	4	1	4	4	2	2	2	2	1	4	4	4	4	3	3	3	4	3	3	4	3	4	4		78
13	1	1	1	1	1	1	1	1	1	1	1	4	1	1	1	1	1	1	1	1	1	1	4	1	1		31
14	2	2	3	3	3	3	3	3	2	2	3	3	3	3	2	3	3	3	2	2	3	3	3	3	2		67
15	3	2	3	2	3	3	2	3	3	2	2	3	3	2	2	3	3	3	2	2	2	3	2	3	2		63
16	3	2	3	3	3	3	2	2	2	2	2	3	3	3	2	3	3	3	2	3	2	3	3	3	3		66
17	2	2	3	2	3	3	2	3	3	2	2	3	3	3	2	3	3	2	2	3	3	3	3	3	2		65
18	2	2	3	2	3	3	2	3	3	2	2	3	3	3	2	3	3	2	2	3	3	3	3	3	2		65
19	1	1	3	3	1	2	1	2	3	2	3	2	2	3	1	1	1	2	2	1	2	1	3	1	1		45
20	1	1	2	1	2	2	2	1	1	1	1	2	2	3	1	2	2	2	2	1	2	1	2	1	1		39
21	3	2	3	3	3	3	2	2	3	2	2	3	2	3	3	3	3	1	2	3	3	3	3	3	2		65
22	2	2	3	2	3	2	2	3	2	2	2	2	3	3	2	3	2	3	3	2	3	2	3	2	2		60
23	3	2	3	3	3	3	3	2	3	2	3	3	3	3	3	4	3	3	2	2	3	4	3	4	4		74
24	2	1	3	1	3	3	2	2	3	1	1	3	2	3	2	3	3	2	3	3	1	2	3	3	1		56
25	3	2	3	2	3	2	3	3	2	2	2	3	3	3	2	3	3	3	2	3	3	3	3	3	2		66
26	3	2	3	3	3	3	3	3	3	2	3	2	3	3	2	3	3	3	2	3	3	3	3	3	2		69
27	3	3	3	2	3	3	3	1	2	1	2	3	3	3	2	3	3	2	2	2	2	3	3	4	4		65
28	3	2	3	3	3	3	3	3	2	2	3	3	3	3	3	2	2	2	2	3	3	2	3	2	2		65
29	2	2	3	1	2	3	1	2	3	2	2	2	3	3	2	3	2	3	2	2	2	2	3	2	2		56
30	2	1	4	3	3	3	3	2	1	1	3	3	3	3	1	4	4	2	4	3	4	3	3	3	3		69
31	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1		50
32	1	1	2	1	1	1	1	2	1	1	3	1	2	2	2	1	1	3	1	2	3	2	2	1	1		39
33	2	2	3	2	2	2	2	2	2	2	2	2	3	3	2	3	2	2	2	3	3	2	3	2	2		57
34	3	2	3	2	3	3	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	3	2	2		56
35	3	2	3	2	3	3	3	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	3	2	2		57
36	1	1	1	2	2	2	2	2	1	1	3	2	2	1	1	1	1	3	2	2	2	1	2	1	1		40
37	2	1	4	3	3	3	3	2	1	1	3	3	3	3	1	4	4	2	4	3	4	3	3	3	3		69
38	2	2	3	2	2	3	2	2	2	2	2	2	3	2	2	2	2	2	2	2	3	1	2	2	2		53
39	2	2	3	2	2	3	2	2	2	2	2	2	3	2	2	2	2	2	2	2	3	1	2	2	2		53
40	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1		50
41	2	1	1	1	2	1	1	1	1	1	2	2	2	2	2	1	3	4	1	2	2	3	1	3	1		43
42	1	1	1	2	2	2	2	2	1	1	3	2	2	1	1	1	1	3	2	2	2	1	2	1	1		40
43	1	2	2	2	2	2	1	2	2	1	3	2	2	2	1	1	1	3	3	2	3	1	2	1	1		45
44	3	1	2	1	3	3	1	1	1	1	3	1	2	2	1	1	1	3	1	2	3	2	2	2	1		44

Lanjutan data mentah loyalitas

Item Suby.	F 49	F 50	F 51	F 52	F 53	F 54	F 55	F 56	F 57	F 58	F 59	F 60	F 61	F 62	F 63	F 64	F 65	F 66	F 67	F 68	F 69	F 70	F 72	F 73	F 74	TOT.
45	3	3	3	3	4	3	4	3	3	3	3	4	3	3	4	4	4	3	2	3	3	3	4	3	3	81
46	4	3	4	2	3	3	2	2	2	1	2	4	3	4	2	3	3	3	1	3	4	2	3	2	2	67
47	3	2	3	2	3	3	3	2	2	1	2	4	3	3	2	3	3	3	1	3	3	3	3	3	3	66
48	3	2	3	2	3	3	2	2	2	1	2	4	3	3	2	3	3	3	2	3	3	3	3	3	3	66
49	3	1	3	2	3	3	2	2	2	1	2	4	3	4	2	3	3	3	1	3	4	2	3	2	2	63
50	2	2	2	3	3	3	3	2	2	2	2	3	3	2	2	3	3	3	3	3	3	3	3	2	2	64
51	4	1	3	3	4	4	4	2	3	1	3	4	3	3	3	3	3	4	1	2	3	4	3	4	4	76
52	3	2	4	1	4	3	3	3	3	2	1	4	4	4	2	4	3	4	2	3	4	4	4	4	4	79
53	3	2	3	3	3	3	2	2	3	2	2	3	3	3	2	3	3	3	3	3	3	3	3	3	2	68
54	3	2	3	1	4	4	3	3	2	2	2	4	3	3	2	3	3	3	1	4	3	3	3	3	3	70
55	2	2	3	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	53
56	3	2	2	3	3	3	3	2	2	1	3	3	3	2	2	3	3	3	2	3	2	3	3	3	2	64
57	4	1	3	2	2	3	3	2	3	2	3	3	2	3	2	2	1	2	3	2	3	3	1	4	2	61
58	4	1	3	2	2	3	3	2	3	2	2	2	3	3	3	1	1	4	2	2	3	3	3	2	2	61
59	2	2	3	2	3	2	2	1	4	3	3	3	4	4	3	2	2	3	2	3	2	3	2	4	3	67
60	2	3	2	2	3	3	1	1	2	2	2	3	2	3	3	2	2	3	2	2	4	4	2	3	2	60
61	3	2	3	3	3	3	1	2	3	2	3	1	2	3	3	2	2	2	3	2	2	3	2	2	1	58
62	1	3	2	2	3	3	1	2	4	4	3	2	3	4	3	2	2	3	2	2	2	3	1	4	3	64
63	3	2	3	3	3	2	2	1	3	3	2	3	4	4	3	2	2	3	1	2	2	3	2	3	2	63
64	3	2	3	3	3	3	3	2	2	2	3	3	4	3	3	3	4	2	2	3	3	3	3	3	3	71
65	4	2	3	1	1	2	4	2	1	2	2	2	2	3	2	2	3	3	2	4	3	2	1	4	3	60
66	2	2	2	1	3	2	3	1	2	2	1	3	3	3	2	3	2	3	2	3	3	2	2	2	2	56
67	2	2	2	2	3	3	3	2	2	2	3	2	3	3	2	3	2	2	3	2	3	2	3	2	2	60
68	4	1	3	1	3	3	2	2	3	2	3	2	2	3	2	2	3	2	2	2	3	1	1	2	2	56
69	2	1	3	2	2	3	1	1	1	1	2	4	3	3	2	2	2	3	2	4	3	2	2	3	1	55
70	2	1	3	2	3	2	3	2	2	2	2	2	3	2	2	3	3	3	2	3	3	2	2	2	1	57

Data sahih persepsi mengenai kualitas produk

Item Suby.			F				F	
	26	27	31	35	36	37	38	TOT.
1	2	2	4	1	2	3	2	16
2	3	2	2	1	4	2	2	16
3	3	3	3	2	3	3	3	20
4	1	1	3	2	1	3	2	13
5	3	3	3	2	2	3	3	19
6	3	3	2	2	2	2	2	16
7	2	3	3	3	2	3	2	18
8	2	3	3	3	1	2	4	18
9	2	3	3	3	2	3	3	19
10	3	3	3	3	2	3	3	20
11	1	1	1	2	1	3	3	12
12	4	4	4	2	3	3	4	24
13	1	1	1	1	1	1	1	7
14	3	3	3	3	3	3	3	21
15	3	3	3	3	3	3	3	21
16	3	3	3	3	3	2	3	20
17	3	3	3	3	3	3	3	21
18	3	3	3	3	3	3	3	21
19	2	3	2	2	3	2	2	16
20	2	1	2	3	3	2	3	16
21	3	1	3	3	3	3	3	19
22	2	3	3	3	3	3	3	20
23	2	2	3	3	2	2	3	17
24	1	3	3	2	2	2	3	16
25	2	3	3	3	2	3	2	18
26	3	3	3	2	3	3	3	20
27	3	3	4	3	2	1	3	19
28	2	3	3	3	2	2	3	18
29	2	2	3	3	2	3	3	18
30	3	3	3	2	3	3	3	20
31	2	2	3	2	2	2	3	16
32	2	1	2	3	2	1	3	14
33	2	3	3	2	2	3	3	18
34	2	2	2	3	2	3	2	16
35	2	2	2	3	2	3	2	16
36	1	1	2	1	1	2	1	9
37	3	3	3	2	3	3	3	20
38	2	2	3	3	3	3	3	19
39	2	1	3	3	3	3	3	18
40	2	2	3	2	2	2	3	16
41	2	1	3	2	1	1	3	13
42	1	1	2	1	1	2	1	9
43	1	1	2	1	1	2	3	11
44	1	1	2	3	1	2	3	13

Lanjutan data sahih persepsi mengenai kualitas produk

Item Suby.			F				F	TOT.
	26	27	31	35	36	37	38	
46	2	3	3	1	2	1	3	15
47	3	3	3	2	3	3	3	20
48	3	3	3	2	3	3	3	20
49	3	3	4	3	1	3	4	21
50	2	3	3	3	2	3	2	18
51	2	3	3	3	2	3	4	20
52	3	3	4	4	4	4	3	25
53	3	3	3	3	2	3	3	20
54	2	4	4	4	3	4	3	24
55	2	2	2	3	2	2	2	15
56	3	2	3	2	2	3	3	18
57	2	1	2	3	3	3	1	15
58	4	4	3	1	1	3	2	18
59	2	1	3	1	3	1	3	14
60	4	4	3	2	2	2	3	20
61	3	2	2	2	3	3	2	17
62	2	3	3	2	2	3	3	18
63	2	3	3	2	2	2	4	18
64	3	3	3	3	3	3	3	21
65	3	2	3	2	3	3	3	19
66	3	2	3	2	3	4	3	20
67	3	3	3	3	3	3	3	21
68	2	3	3	3	3	3	2	19
69	2	3	3	2	2	3	2	17
70	3	3	3	2	3	3	3	20

Data sahih persepsi mengenai kualitas pelayanan

Item Suby.	F	F							F	F	F		F				F	TOT.
	4	5	6	7	9	10	11	13	14	15	16	18	20	22	24	25		
1	2	4	4	2	3	3	2	2	2	4	1	2	4	3	2	3	43	
2	3	2	3	1	1	3	3	4	2	3	3	2	1	1	1	2	35	
3	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	46	
4	2	2	1	1	2	2	2	1	2	2	3	2	3	2	3	1	31	
5	2	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	46	
6	2	2	2	2	2	2	2	2	2	3	3	2	3	2	2	2	35	
7	2	3	2	2	2	2	3	2	2	3	2	3	2	2	3	3	38	
8	2	3	3	1	2	4	3	2	2	3	2	3	2	2	3	3	40	
9	2	3	3	2	3	3	4	3	3	3	3	3	3	3	3	4	48	
10	3	3	3	2	3	3	3	3	2	3	2	3	3	3	3	3	45	
11	3	3	3	2	3	3	2	2	3	3	2	2	3	2	2	3	41	
12	3	4	4	3	3	3	4	3	2	3	3	4	4	3	2	3	51	
13	3	2	2	3	2	2	3	2	2	2	2	2	3	1	1	2	34	
14	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48	
15	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48	
16	2	2	3	2	2	2	3	2	2	2	2	2	3	2	2	2	35	
17	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	47	
18	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	47	
19	2	2	2	2	3	3	3	2	2	2	3	2	2	2	2	2	36	
20	3	3	2	3	3	3	3	3	3	3	3	3	3	2	3	3	46	
21	3	3	4	3	3	3	4	3	2	2	3	1	3	3	3	3	46	
22	3	3	3	3	3	3	3	3	3	2	3	2	3	3	3	3	46	
23	3	3	4	3	3	3	3	3	4	3	3	3	3	4	3	3	51	
24	3	3	3	3	2	2	3	2	2	3	3	2	1	2	3	2	39	
25	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	47	
26	3	3	4	3	3	3	3	3	3	4	3	3	3	3	3	3	50	
27	2	2	3	3	3	3	3	3	3	3	3	3	4	3	3	3	47	
28	2	3	3	3	3	2	3	3	3	2	3	2	3	3	2	3	43	
29	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	47	
30	3	3	4	3	4	3	4	3	4	4	4	3	3	3	3	3	54	
31	2	3	2	2	3	3	3	2	3	3	3	3	3	2	3	3	43	
32	3	1	2	3	3	3	3	2	2	3	3	3	3	2	3	3	42	
33	3	3	3	3	2	3	3	3	2	3	3	3	3	3	3	3	46	
34	2	3	3	2	3	3	3	2	3	3	3	3	3	2	2	3	43	
35	2	3	3	2	3	3	3	2	3	3	3	3	3	2	2	3	43	
36	1	1	1	1	2	2	2	2	2	3	3	3	3	2	2	3	33	
37	2	3	3	2	4	3	4	3	4	4	4	3	3	3	3	3	51	
38	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48	
39	2	3	3	2	4	4	1	2	4	3	3	4	3	3	2	3	46	
40	2	3	2	2	3	3	3	2	3	3	3	3	3	2	3	3	43	
41	2	2	3	1	2	2	1	3	2	2	2	2	2	1	2	3	32	
42	4	1	1	1	2	2	2	3	2	3	3	3	3	2	2	3	37	
43	2	3	1	2	3	3	2	2	3	3	3	2	3	2	2	2	38	
44	1	3	3	1	3	3	2	2	4	2	3	2	3	2	2	3	39	

Lanjutan data sahii persepsi mengenai kualitas pelayanan

Item Suby.		F	F						F	F	F		F			F	TOT.
	4	5	6	7	9	10	11	13	14	15	16	18	20	22	24	25	
46	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	47
47	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
48	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
49	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	47
50	3	3	3	1	3	2	4	3	2	3	3	3	3	3	3	3	45
51	2	3	4	2	3	3	3	3	2	2	3	3	3	2	2	3	43
52	3	4	4	3	3	2	3	3	3	3	3	3	4	4	3	3	51
53	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	47
54	3	2	4	3	3	3	3	3	2	3	3	3	3	3	3	3	47
55	2	2	2	2	2	2	2	3	2	3	2	3	3	3	3	3	39
56	3	3	3	3	2	3	3	2	2	3	3	3	3	2	3	3	44
57	2	3	3	3	4	4	2	3	2	3	3	1	3	2	3	2	43
58	1	4	4	2	3	4	1	2	3	3	4	1	2	2	2	1	39
59	2	3	3	3	2	2	2	2	4	4	3	1	3	1	1	2	38
60	2	3	3	2	3	3	3	2	3	3	3	2	3	2	1	1	39
61	2	3	3	2	2	3	2	4	1	2	3	1	3	2	2	2	37
62	1	2	2	2	4	4	2	3	3	3	3	2	2	1	2	3	39
63	2	3	3	2	3	3	3	3	1	2	3	1	3	3	2	3	40
64	3	3	3	3	4	3	4	3	3	3	4	3	4	3	3	4	53
65	3	3	3	3	3	3	4	3	3	3	3	2	3	1	2	3	45
66	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	50
67	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
68	3	2	3	2	2	2	2	2	2	3	3	2	3	2	3	2	38
69	3	3	4	2	3	3	3	2	3	3	3	2	2	2	3	3	44
70	3	3	4	2	3	3	3	3	2	3	3	2	3	3	3	3	46

a sahii loyalitas

Item	F		F		F	F					F	F	F	F				F	F		F	F	TOT.
	49	50	51	52	53	54	55	56	57	58	60	61	62	63	64	65	68	69	70	72	73	74	
1	3	3	4	2	3	2	2	3	3	2	2	2	3	4	3	3	1	2	3	4	1	1	56
2	4	1	2	3	2	1	3	2	3	3	1	2	3	3	4	3	3	2	3	2	3	2	55
3	3	2	3	2	3	3	2	2	4	3	1	3	3	2	3	3	3	3	3	3	2	2	58
4	3	1	2	2	2	3	2	1	1	2	3	2	2	2	2	2	2	3	4	2	2	1	46
5	3	3	3	3	3	3	2	3	2	2	3	3	3	3	3	3	3	3	3	2	3	3	62
6	2	1	2	2	2	3	2	2	2	2	3	2	2	2	3	3	3	4	2	3	3	2	52
7	2	1	2	1	2	1	1	1	1	1	2	1	3	1	3	1	1	1	1	1	1	1	30
8	2	1	3	2	3	3	1	2	2	1	3	2	3	2	3	3	3	1	2	2	2	2	48
9	3	2	4	3	3	2	4	2	2	1	3	3	3	1	3	2	3	3	3	3	2	2	57
10	3	2	2	1	3	3	4	2	4	2	3	3	3	3	3	3	2	3	3	2	3	3	60
11	3	2	4	2	2	1	4	2	4	2	3	3	2	4	1	2	2	2	2	1	3	3	54
12	4	2	4	1	4	4	2	2	2	2	4	4	4	4	3	3	3	3	4	3	4	4	70
13	1	1	1	1	1	1	1	1	1	1	4	1	1	1	1	1	1	1	1	4	1	1	28
14	2	2	3	3	3	3	3	3	2	2	3	3	3	2	3	3	2	3	3	3	3	2	59
15	3	2	3	2	3	3	2	3	3	2	3	3	2	2	3	3	2	2	3	2	3	2	56
16	3	2	3	3	3	3	2	2	2	2	3	3	3	2	3	3	3	2	3	3	3	3	59
17	2	2	3	2	3	3	2	3	3	2	3	3	3	2	3	3	3	3	3	3	3	2	59
18	2	2	3	2	3	3	2	3	3	2	3	3	3	2	3	3	3	3	3	3	3	2	59
19	1	1	3	3	1	2	1	2	3	2	2	2	3	1	1	1	1	2	1	3	1	1	38
20	1	1	2	1	2	2	2	1	1	1	2	2	3	1	2	2	1	2	1	2	1	1	34
21	3	2	3	3	3	3	2	2	3	2	3	2	3	3	3	3	3	3	3	3	3	2	60
22	2	2	3	2	3	2	2	3	2	2	2	3	3	2	3	2	2	3	2	3	2	2	52
23	3	2	3	3	3	3	3	2	3	2	3	3	3	3	4	3	2	3	4	3	4	4	66
24	2	1	3	1	3	3	2	2	3	1	3	2	3	2	3	3	3	1	2	3	3	1	50
25	3	2	3	2	3	2	3	3	2	2	3	3	3	2	3	3	3	3	3	3	3	2	59
26	3	2	3	3	3	3	3	3	3	2	2	3	3	2	3	3	3	3	3	3	3	2	61
27	3	3	3	2	3	3	3	1	2	1	3	3	3	2	3	3	2	2	3	3	4	4	59
28	3	2	3	3	3	3	3	3	2	2	3	3	3	3	2	2	3	3	2	3	2	2	58
29	2	2	3	1	2	3	1	2	3	2	2	3	3	2	3	2	2	2	2	3	2	2	49
30	2	1	4	3	3	3	3	2	1	1	3	3	3	1	4	4	3	4	3	3	3	3	60
31	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	44
32	1	1	2	1	1	1	1	2	1	1	1	2	2	2	1	1	2	3	2	2	1	1	32
33	2	2	3	2	2	2	2	2	2	2	2	3	3	2	3	2	3	3	2	3	2	2	51
34	3	2	3	2	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	49
35	3	2	3	2	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	50
36	1	1	1	2	2	2	2	2	1	1	2	2	1	1	1	1	2	2	1	2	1	1	32
37	2	1	4	3	3	3	3	2	1	1	3	3	3	1	4	4	3	4	3	3	3	3	60
38	2	2	3	2	2	3	2	2	2	2	2	3	2	2	2	2	2	3	1	2	2	2	47
39	2	2	3	2	2	3	2	2	2	2	2	3	2	2	2	2	2	3	1	2	2	2	47
40	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	44
41	2	1	1	1	2	1	1	1	1	1	2	2	2	2	1	3	2	2	3	1	3	1	36
42	1	1	1	2	2	2	2	2	1	1	2	2	1	1	1	1	2	2	1	2	1	1	32
43	1	2	2	2	2	2	1	2	2	1	2	2	2	1	1	1	2	3	1	2	1	1	36
44	3	1	2	1	3	3	1	1	1	1	1	2	2	1	1	1	2	3	2	2	2	1	37

lanjutan data sahih loyalitas

Item uby.	F		F		F	F					F	F	F	F				F	F		F	F	TOT.
	49	50	51	52	53	54	55	56	57	58	60	61	62	63	64	65	68	69	70	72	73	74	
46	4	3	4	2	3	3	2	2	2	1	4	3	4	2	3	3	3	4	2	3	2	2	61
47	3	2	3	2	3	3	3	2	2	1	4	3	3	2	3	3	3	3	3	3	3	3	60
48	3	2	3	2	3	3	2	2	2	1	4	3	3	2	3	3	3	3	3	3	3	3	59
49	3	1	3	2	3	3	2	2	2	1	4	3	4	2	3	3	3	4	2	3	2	2	57
50	2	2	2	3	3	3	3	2	2	2	3	3	2	2	3	3	3	3	3	3	2	2	56
51	4	1	3	3	4	4	4	2	3	1	4	3	3	3	3	3	2	3	4	3	4	4	68
52	3	2	4	1	4	3	3	3	3	2	4	4	4	2	4	3	3	4	4	4	4	4	72
53	3	2	3	3	3	3	2	2	3	2	3	3	3	2	3	3	3	3	3	3	3	2	60
54	3	2	3	1	4	4	3	3	2	2	4	3	3	2	3	3	4	3	3	3	3	3	64
55	2	2	3	2	3	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	47
56	3	2	2	3	3	3	3	2	2	1	3	3	2	2	3	3	3	2	3	3	3	2	56
57	4	1	3	2	2	3	3	2	3	2	3	2	3	2	2	1	2	3	3	1	4	2	53
58	4	1	3	2	2	3	3	2	3	2	2	3	3	3	1	1	2	3	3	3	2	2	53
59	2	2	3	2	3	2	2	1	4	3	3	4	4	3	2	2	3	2	3	2	4	3	59
60	2	3	2	2	3	3	1	1	2	2	3	2	3	3	2	2	2	4	4	2	3	2	53
61	3	2	3	3	3	3	1	2	3	2	1	2	3	3	2	2	2	2	3	2	2	1	50
62	1	3	2	2	3	3	1	2	4	4	2	3	4	3	2	2	2	2	3	1	4	3	56
63	3	2	3	3	3	2	2	1	3	3	3	4	4	3	2	2	2	2	3	2	3	2	57
64	3	2	3	3	3	3	3	2	2	2	3	4	3	3	3	4	3	3	3	3	3	3	64
65	4	2	3	1	1	2	4	2	1	2	2	2	3	2	2	3	4	3	2	1	4	3	53
66	2	2	2	1	3	2	3	1	2	2	3	3	3	2	3	2	3	3	2	2	2	2	50
67	2	2	2	2	3	3	3	2	2	2	2	3	3	2	3	2	2	3	2	3	2	2	52
68	4	1	3	1	3	3	2	2	3	2	2	2	3	2	2	3	2	3	1	1	2	2	49
69	2	1	3	2	2	3	1	1	1	1	4	3	3	2	2	2	4	3	2	2	3	1	48
70	2	1	3	2	3	2	3	2	2	2	2	3	2	2	3	3	3	3	2	2	2	1	50

Uji Reliability Harga

Case Processing Summary

		N	%
Cases	Valid	70	20.0
	Excluded ^a	280	80.0
	Total	350	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.157	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
hr41	14.17	3.419	.053	.143
hr42	13.99	3.261	.071	.130
hr43	14.16	3.178	.048	.148
hr44	14.00	3.391	.126	.104
hr45	14.06	3.127	.172	.061
hr46	14.10	3.686	-.046	.196
hr47	14.04	3.433	-.005	.184
hr48	14.06	3.330	.111	.107
hr71	14.17	3.622	-.028	.189

Uji Reliability Kualitas Produk Putaran 1

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.686	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pr26	37.90	15.917	.456	.648
pr27	37.81	15.081	.488	.640
pr28	37.49	17.094	.360	.664
pr29	37.71	18.381	.061	.699
pr30	37.31	18.103	.131	.690
pr31	37.44	15.873	.601	.634
pr32	37.69	18.045	.165	.685
pr33	37.30	18.735	.020	.700
pr34	37.83	17.651	.180	.685
pr35	37.87	15.969	.443	.650
pr36	37.96	16.129	.397	.656
pr37	37.66	16.200	.436	.652
pr38	37.53	16.282	.450	.651
pr39	37.29	17.656	.217	.680
pr40	37.01	19.203	-.070	.709

Uji Reliability Kualitas Produk Putaran 2

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.773	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pr26	18.14	9.631	.578	.730
pr27	18.06	9.011	.583	.728
pr28	17.73	11.534	.247	.780
pr31	17.69	10.045	.628	.727
pr35	18.11	10.335	.408	.760
pr36	18.20	10.075	.447	.754
pr37	17.90	10.178	.483	.747
pr38	17.77	10.527	.430	.756

Uji Reliability Kualitas Produk Putaran 3

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.780	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pr26	15.36	8.349	.610	.731
pr27	15.27	7.824	.597	.733
pr31	14.90	8.874	.625	.734
pr35	15.33	9.267	.373	.778
pr36	15.41	8.797	.468	.760
pr37	15.11	9.030	.471	.759
pr38	14.99	9.348	.420	.768

Uji Reliability Kualitas Pelayanan Putaran 1

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.807	25

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pl1	65.71	41.251	.035	.812
pl2	65.73	40.925	.068	.812
pl3	65.84	39.236	.267	.804
pl4	66.20	38.568	.343	.801
pl5	65.91	37.471	.516	.793
pl6	65.83	37.217	.422	.797
pl7	66.31	36.566	.553	.790
pl8	66.47	40.601	.056	.816
pl9	65.93	37.661	.483	.794
pl10	65.86	38.994	.369	.800
pl11	65.86	36.994	.483	.793
pl12	65.84	39.902	.202	.807
pl13	66.03	38.347	.394	.798
pl14	66.07	37.430	.451	.795
pl15	65.80	38.771	.420	.798
pl16	65.80	39.525	.320	.802
pl17	65.80	40.539	.123	.810
pl18	66.17	37.883	.384	.799
pl19	65.91	39.558	.205	.808
pl20	65.79	38.780	.378	.799
pl21	65.96	40.592	.100	.811
pl22	66.21	35.388	.674	.782
pl23	66.04	39.578	.212	.807
pl24	66.13	37.650	.493	.794
pl25	65.93	38.038	.476	.795

Uji Reliability Kualitas Pelayanan Putaran 2

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.841	16

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pl4	41.09	26.572	.383	.836
pl5	40.80	26.278	.455	.832
pl6	40.71	25.772	.409	.836
pl7	41.20	25.032	.573	.825
pl9	40.81	25.980	.499	.830
pl10	40.74	27.556	.300	.840
pl11	40.74	25.121	.541	.827
pl13	40.91	26.369	.441	.833
pl14	40.96	26.302	.385	.837
pl15	40.69	27.146	.393	.836
pl16	40.69	27.697	.309	.839
pl18	41.06	26.026	.416	.835
pl20	40.67	26.861	.406	.835
pl22	41.10	24.004	.703	.816
pl24	41.01	25.927	.518	.829
pl25	40.81	26.037	.542	.828

Uji Reliability Loyalitas Putaran 1

Case Processing Summary

		N	%
Cases	Valid	70	33.3
	Excluded ^a	140	66.7
	Total	210	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.908	25

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
lo49	57.13	99.882	.554	.903
lo50	57.89	104.016	.442	.905
lo51	56.90	100.236	.628	.902
lo52	57.59	103.956	.381	.907
lo53	56.97	99.477	.725	.900
lo54	57.01	101.782	.542	.904
lo55	57.37	100.034	.527	.904
lo56	57.64	104.146	.445	.905
lo57	57.41	101.753	.442	.906
lo58	57.87	105.447	.316	.907
lo59	57.41	108.449	.082	.911
lo60	57.00	101.797	.445	.906
lo61	57.00	100.116	.717	.901
lo62	56.90	101.396	.582	.903
lo63	57.50	101.500	.520	.904
lo64	57.13	98.201	.659	.901
lo65	57.21	98.229	.690	.900
lo66	57.03	106.521	.195	.910
lo67	57.60	106.128	.232	.909
lo68	57.20	102.249	.514	.904
lo69	56.97	103.304	.411	.906
lo70	57.17	97.333	.713	.899
lo72	57.14	103.747	.367	.907
lo73	57.14	97.226	.689	.900
lo74	57.57	96.480	.751	.899

Uji Reliability Loyalitas Putaran 2

Case Processing Summary

		N	%
Cases	Valid	70	33.3
	Excluded ^a	140	66.7
	Total	210	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.916	22

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
lo49	50.20	91.409	.563	.912
lo50	50.96	95.375	.455	.914
lo51	49.97	91.999	.621	.911
lo52	50.66	95.910	.348	.916
lo53	50.04	91.230	.721	.909
lo54	50.09	93.413	.540	.913
lo55	50.44	91.816	.520	.913
lo56	50.71	95.801	.431	.915
lo57	50.49	93.442	.436	.915
lo58	50.94	96.866	.318	.917
lo60	50.07	92.850	.480	.914
lo61	50.07	91.951	.703	.910
lo62	49.97	92.869	.594	.912
lo63	50.57	93.031	.525	.913
lo64	50.20	89.612	.681	.909
lo65	50.29	89.801	.703	.909
lo68	50.27	93.853	.513	.913
lo69	50.04	94.882	.408	.915
lo70	50.24	89.230	.706	.909
lo72	50.21	95.040	.382	.916
lo73	50.21	88.953	.693	.909
lo74	50.64	88.262	.754	.908

UJI LINEARITAS

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
loyalitas * produk	70	100.0%	0	.0%	70	100.0%
loyalitas * pelayanan	70	100.0%	0	.0%	70	100.0%

loyalitas * produk

Report

loyalitas			
produk	Mean	N	Std. Deviation
7	28.00	1	.
9	32.00	2	.000
11	36.00	1	.
12	54.00	1	.
13	39.67	3	5.508
14	45.50	2	19.092
15	53.67	3	7.024
16	47.20	10	7.146
17	54.67	3	9.866
18	51.67	12	7.935
19	55.29	7	5.736
20	57.86	14	4.959
21	59.88	8	6.289
24	67.00	2	4.243
25	72.00	1	.
Total	52.73	70	10.062

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
loyalitas * produl	Between Groups	(Combined)	4303.058	14	307.361	6.301	.000
		Linearity	3821.091	1	3821.091	78.337	.000
		Deviation from Linear	481.967	13	37.074	.760	.697
	Within Groups		2682.785	55	48.778		
	Total		6985.843	69			

Measures of Association

	R	R Squared	Eta	Eta Squared
loyalitas * produk	.740	.547	.785	.616

loyalitas * pelayanan

Report

loyalitas

pelayanan	Mean	N	Std. Deviation
31	46.00	1	.
32	36.00	1	.
33	32.00	1	.
34	28.00	1	.
35	55.33	3	3.512
36	38.00	1	.
37	41.00	2	12.728
38	43.50	4	13.026
39	49.33	6	6.772
40	52.50	2	6.364
41	54.00	1	.
42	32.00	1	.
43	52.75	8	7.978
44	52.00	2	5.657
45	56.33	3	3.512
46	51.75	8	8.892
47	58.56	9	4.065
48	55.71	7	4.680
50	55.50	2	7.778
51	67.00	4	5.292
53	68.50	2	6.364
54	60.00	1	.
Total	52.73	70	10.062

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
loyalitas * pelayanan	Between Groups	4516.025	21	215.049	4.179	.000
	Linearity	2747.766	1	2747.766	53.402	.000
	Deviation from Linearity	1768.259	20	88.413	1.718	.064
	Within Groups	2469.817	48	51.455		
	Total	6985.843	69			

Measures of Association

	R	R Squared	Eta	Eta Squared
loyalitas * pelayanan	.627	.393	.804	.646

UJI NORMALITAS

Explore

Tests of Normality

	Kolmogorov-Smirnov(a)			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
produk	.160	70	.000	.934	70	.001
pelayanan	.142	70	.001	.965	70	.048
loyalitas	.113	70	.027	.946	70	.004

a. Lilliefors Significance Correction

UJI MULTICOLINEARITAS

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	pelayanan, produk		Enter

a. All requested variables entered.

b. Dependent Variable: loyalitas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	.572	.559	6.681

a. Predictors: (Constant), pelayanan, produk

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3994.944	2	1997.472	44.746	.000 ^a
	Residual	2990.899	67	44.640		
	Total	6985.843	69			

a. Predictors: (Constant), pelayanan, produk

b. Dependent Variable: loyalitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.158	6.523		.638	.526		
	produk	1.740	.329	.587	5.286	.000	.518	1.932
	pelayanan	.406	.206	.219	1.973	.053	.518	1.932

a. Dependent Variable: loyalitas

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	produk	pelayanan
1	1	2.977	1.000	.00	.00	.00
	2	.018	12.978	.39	.55	.00
	3	.005	24.004	.61	.45	1.00

a. Dependent Variable: loyalitas

UJI HIPOTESIS

Nonparametric Correlations

Correlations

			produk	pelayanan	loyalitas
Kendall's tau_b	produk	Correlation Coefficient	1.000	.576**	.530**
		Sig. (2-tailed)	.	.000	.000
		N	70	70	70
	pelayanan	Correlation Coefficient	.576**	1.000	.479**
		Sig. (2-tailed)	.000	.	.000
		N	70	70	70
	loyalitas	Correlation Coefficient	.530**	.479**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).



YAYASAN WIDYA MANDALA SURABAYA
UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA
FAKULTAS PSIKOLOGI

Jl. Dinoyo 42 - 44, Telp. 5678478 (hunting) Ext. 161, Fax. 5610818 Surabaya - 60265

Nomor : 0411 /WM07/T/2006
al : Ijin Penelitian

29 Maret 2006

kepada : Yth. Pimpinan
SMILE Photo Studio
Jl. Klampis Jaya B1
Ruko Klampis Square
Surabaya

Dengan hormat kami beritahukan bahwa mahasiswa tersebut di bawah ini :

Nama : Rosa Yuditta
Fakultas : Psikologi
Nomor pokok : 7103001101

adalah mahasiswa kami yang saat ini sedang menyusun skripsi dengan judul **"Hubungan Antara Persepsi Konsumen Terhadap Harga, Kualitas Produk, Dan Kualitas Pelayanan Dari Smile Photo Studio, Dengan Loyalitas Konsumen"**.

Sehubungan dengan hal tersebut kami mohon ijin dan bantuan bagi mahasiswa yang bersangkutan agar dapat mengadakan penelitian di tempat yang Bapak/Ibu pimpin.

Atas bantuan dan kerjasama yang baik, kami ucapkan terima kasih.



Y. Yetti Wandansari, M.Si

731.98.0337



YAYASAN WIDYA MANDALA SURABAYA
UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA
FAKULTAS PSIKOLOGI

Jl. Dinoyo 42 - 44, Telp. 5678478 (hunting) Ext. 161, Fax. 5610818 Surabaya - 60265

nomor : 0412 /WM07/T/2006
al : Ijin Pengambilan Data

29 Maret 2006

kepada : Yth. **Pimpinan**
SMILE Photo Studio
Jl. Klampis Jaya B1
Ruko Klampis Square
Surabaya

Dengan hormat kami beritahukan bahwa mahasiswa tersebut di bawah ini :

Nama : Rosa Yuditta
Fakultas : Psikologi
Nomor pokok : 7103001101

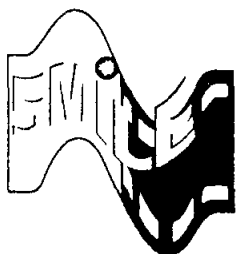
adalah mahasiswa kami yang sedang menyusun skripsi dengan judul
"Hubungan Antara Persepsi Konsumen Terhadap Harga, Kualitas Produk, Dan Kualitas Pelayanan Dari Smile Photo Studio, Dengan Loyalitas Konsumen".

Sehubungan dengan hal tersebut kami mohon ijin dan bantuan bagi mahasiswa yang bersangkutan agar dapat mengambil data di tempat yang Bapak/Ibu pimpin.

Atas bantuan dan kerjasama yang baik, kami ucapkan terima kasih.

Dekan,
Yetti Wandansari, M.Si
NIK. 711.98.0337





SMILE PHOTO STUDIO

Jl. Ruko Klampis Square B-1

Telp. (031).5998661, 5926759, Fax. (031).5926482

Website : www.smilephotostudio.com

Email : smile@smilephotostudio.com

Surabaya, 09 Juni 2006

Menerangkan Bahwa :

Nama : Rosa Yuditta

Alamat : Jl. Grogol III/14 Surabaya

Yang bersangkutan diatas telah melakukan penelitian dan pengambilan data terhitung tanggal 22 April 2006 sampai 23 April 2006

TTD


(Manajemen)

